

SOCIAL MEDIA CRISIS MANAGEMENT

Road Commission for Oakland County

Keyboard Warriors

Keyboard warriors sit behind devices and type up brave posts and messages.

Civility is mostly not an option on social media platforms these days.

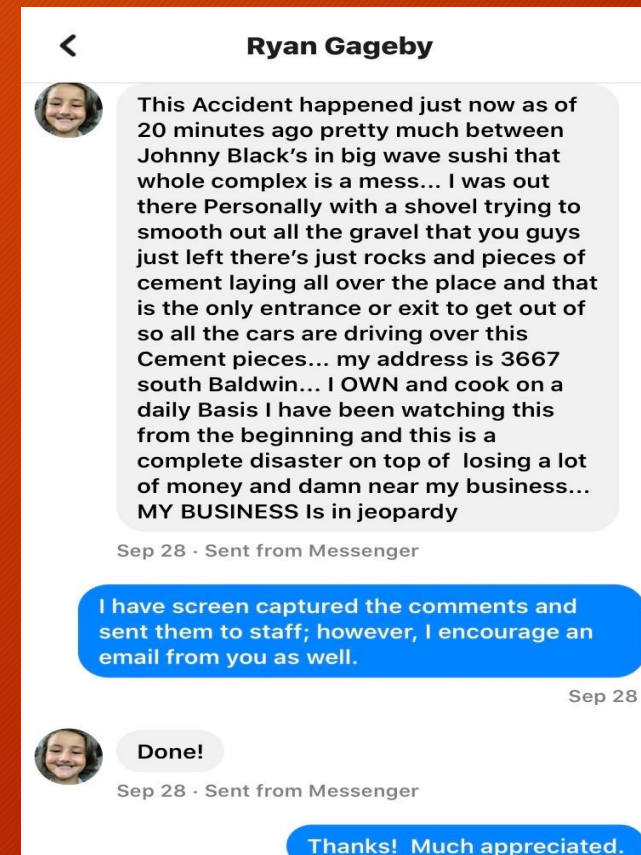
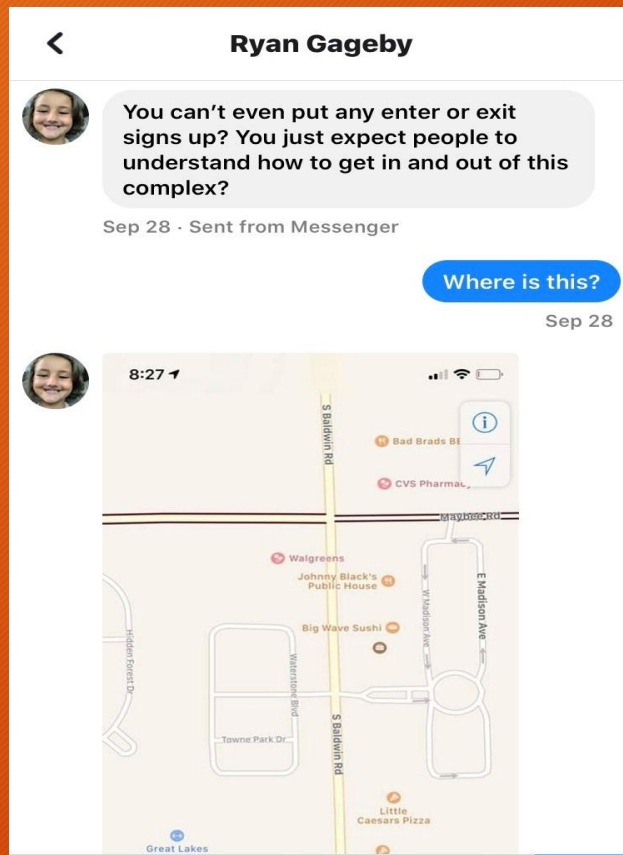
A crisis really fires up the masses.



Social Media responses

- Before replying, take a deep breath and a step back before responding. Meanness in our line of work is a one-way road.
- Screen capture the comment and send it to relevant staff that can address the situation. Let the constituent know that you are forwarding the concern. Ask them to follow up with a phone call or email. Encourage each to send along any relevant photos or videos. Most do not know that videos messaged on social media cannot be downloaded.
- Most of the time, the constituent just wants to be heard and will appreciate a response.

Calming a late night weekend situation



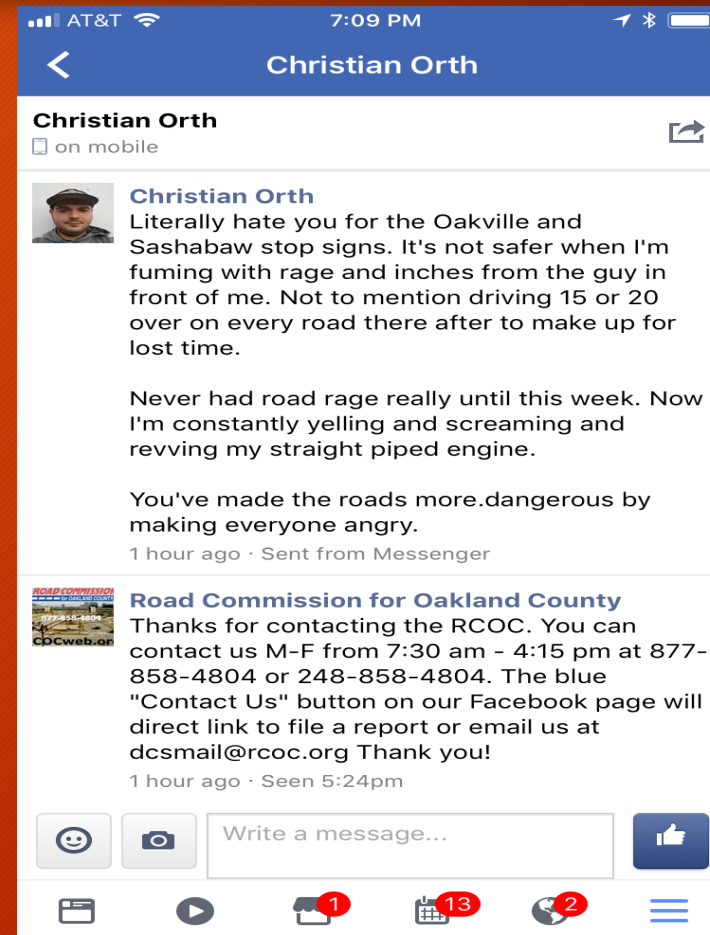
Auto-reply on Facebook messenger

Some people just will not be happy with any response. An auto-reply on Facebook messenger can come in very handy.

Many social media profiles are fake, so asking a person to email or call about the issue can add validity to the complaint.

You quickly figure out the “repeat offenders”.

This particular complaint was also sent to law enforcement.

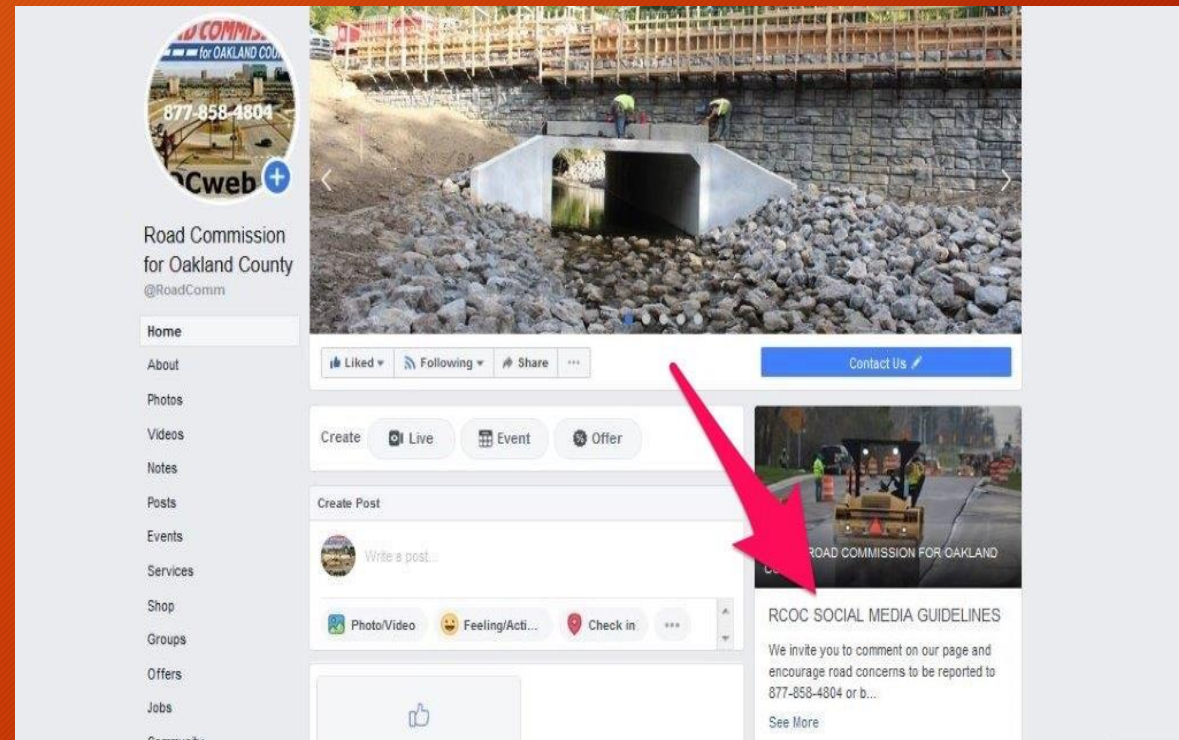


Having a social media policy

A social media policy is almost a “must have” for government organizations. It provides rules for engagement.

Place the social media policy in highly visible place.

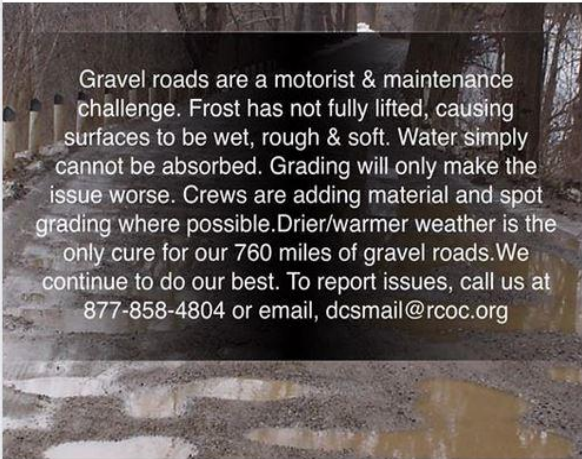
Enforce it.





Road Commission for Oakland County
 Published by Cindy M Noss [?] · March 15 · 🌐

Here is a link that also might be helpful:
<http://www.rcocweb.org/AlertCenter.aspx...>



Gravel roads are a motorist & maintenance challenge. Frost has not fully lifted, causing surfaces to be wet, rough & soft. Water simply cannot be absorbed. Grading will only make the issue worse. Crews are adding material and spot grading where possible. Drier/warmer weather is the only cure for our 760 miles of gravel roads. We continue to do our best. To report issues, call us at 877-858-4804 or email, dcsmail@rcoc.org

27,500
 People Reached

3,417
 Engagements

Boost Unavailable

Performance for Your Post

27,500 People Reached

927 Reactions, Comments & Shares

441  Like	143 On Post	298 On Shares
11  Love	8 On Post	3 On Shares
8  Wow	2 On Post	6 On Shares
5  Sad	0 On Post	5 On Shares
2  Angry	1 On Post	1 On Shares
272 Comments	118 On Post	154 On Shares
188 Shares	188 On Post	0 On Shares

2,490 Post Clicks

285

54

2,151



Road Commission for Oakland County

Published by Cindy M Noss [?] · August 7 · 🌐

All questions, sad and mean emojis should be directed to the Michigan Department of Transportation. We are merely sharing the post.

This project is under the Michigan Department of Transportation

MDOT

I-75 is a state road

MDOT

RCOC is not involved with the construction and cannot answer questions

MDOT

MDOT

MDOT

Questions? Love Facebook? Well, just head on over to the MDOT page for this project: <https://www.facebook.com/Modernize75/>

MDOT

M D O T

M D O T

M D O T

M D O T

Give me an "M"

Give me a "D"

Give me an "O"

Give me a "T"



Performance for Road 75

33,753

People Reached

570

Reactions, Comments & Shares ⓘ

109  Like	80 On Post	29 On Shares
4  Love	4 On Post	0 On Shares
162  Haha	159 On Post	3 On Shares
14  Wow	5 On Post	9 On Shares
12  Sad	4 On Post	8 On Shares
7  Angry	2 On Post	5 On Shares
148 Comments	97 On Post	51 On Shares
115 Shares	114 On Post	1 On Shares

4,633

Post Clicks

0 Photo Views	2,212 Link Clicks ⓘ	2,421 Other Clicks ⓘ
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When you start a Facebook
dumpster fire before bed so you
can read the comments with your
morning coffee



Social Media Policy

- https://www.rcocweb.org/DocumentCenter/View/6282/RCOC-Social-Media-Policy?fbclid=IwAR3kQVikCbiA3CuKPlIsn43tJdtS_dap-5vMtw1YXUpmqFSccXHzTxkLHzg